

72.  
Los Angeles  
Public Library.

Public Library 27jan94

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICE: NO. 10 SPRUCE STREET, NEW YORK.

VOL. VI.

NEW YORK, MAY 4, 1892.

No. 18.

## A Special Offer to Publishers

Inasmuch as it is possible to add to the size of PRINTERS' INK without adding to the cost of postage at third-class rates, it would seem to be advisable to increase the size of the paper to about 40 pages, with a view of recouping its publishers somewhat for the swindle perpetrated by good Mr. Wanamaker.

Being determined to sustain the character and quality of the paper, as well as to fulfill our contract with every subscriber, we are anxious to make PRINTERS' INK a forty-page paper instead of thirty-two pages or twenty-four pages, as heretofore, and with this view we now specially solicit advertising patronage.

For the purpose of offering some consideration for an order sent at this time, we agree to immediately send an exchange advertisement, to be inserted in full payment for any order accepted by us amounting to \$150 or more—the exchange advertising to be done at cash rates without any demand on our part for an agent's commission. Address

**Publishers of PRINTERS' INK,**  
**10 Spruce Street,** **NEW YORK.**

# A Necessity.

To build up a new business, to increase or hold on to an old business, judicious advertising is an absolute necessity. It is fully as much of a necessity in making a success as the engaging of proper help or the selection of just the right location for the office and salesroom.

Advertising becomes a luxury only when *injudiciously* done. Then it is a luxury, indeed, and often a pretty expensive one.

The business man can easily make the necessity pay well, or the luxury costly.

To address the forty-five millions of people who do not live in large cities, it is plainly a *necessity* that the local country papers be used.

There is no dodging it, for other mediums do not reach these readers. *The country paper for the country people.*

With one order and one electrotype, fully one-sixth of the reading population of the United States, outside of large cities, can be reached weekly through the 1400 local papers of the ATLANTIC COAST LISTS.

Half a cent a line for transient advertising; quarter of a cent if 1000 lines are engaged.

Catalogue and information free.



**ATLANTIC COAST LISTS,**  
134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VI.

NEW YORK, MAY 4, 1892.

No. 18.

## FOUNDING NEW NEWSPAPERS.

*By Junius Henri Browne.*

Attempting to establish a new newspaper in a community where other newspapers have already been established, is always precarious, often ruinous. And the older the community, the greater the risk. Experienced journalists are far less likely to engage in such enterprises than men without experience, who, for this reason, are more sanguine and more venturesome. These do not know how very, very hard a task they have before them. Every educated or half-educated man, in an American city or town, takes at least one paper—generally two—and it is very difficult to induce him to take another, particularly by substituting the new for the old, to which he is accustomed. The expense is trifling, it is true, but it is thought superfluous, and hence unlikely to be borne.

The majority of persons are apt to economize—it is one of their petty economies—in that way, and they cannot easily be persuaded out of it. They will readily spend ten, twenty times, as much in some other way and think nothing of it.

The owner or owners of a new paper do not seem to understand how slow and arduous a process it is to uproot a habit, be it good or bad. The habit of reading a certain paper regularly is as strong as other habits, and yields as stubbornly. The owner believes that if he makes as good a paper as, or a better paper than his contemporary or contemporaries, the public will recognize the fact at once.

But the public won't.

He must make an evidently better paper for a long time before the recognition comes; and it may not come then. The habitual reader of an established paper grows to like its faults—even its heaviness or its dullness—and he dislikes any change. Its form, its make-up, its general arrangement of news become so attractive, through fa-

miliarity, that he does not want any other. Thus, superiority, excellence in a new paper may, to the average, conservative man, be rather objectionable than attractive.

Superiority must be maintained, emphasized, stamped upon the mind of the community before the new enterprise can have any chance of success.

Under such circumstances, it is not strange that so many new papers, after determined, desperate struggles, and the expenditure of large sums, fail of their aim, languish, and finally expire. Every large city has witnessed such failures—sad to contemplate from their wasted energies, frustrated efforts, ruined hopes—and will witness many more. Occasionally, however, a new paper achieves a triumph in the teeth of formidable obstacles. The triumph is remembered and the defeats are forgotten.

The triumph serves to incite fresh hopes and fresh disasters, and sometimes leads to still another triumph. Generally, however, the struggle of the new paper is long, tedious, wearing, exhaustive, most dispiriting before it can put itself on a paying basis.

Very much depends on the proper setting forth of its claims and merits. It is not sufficient that its merits exist, the public must be made to see and feel them. They must be intelligently, freshly and strikingly advertised. Advertising of the right kind, in these hustling days of excessive competition, is more than half the battle.

## "BECAUSE IT DIDN'T PAY."

He had traveled through Sahara, braved the dangers of the Nile,  
Defeated enraged Mussulmen and dined on crocodile;  
Knew everything of politics, religion and the law,  
Could box and fence and scull a race and please his mother-in-law—  
In short, had all accomplishments of men both great and wise,  
But he couldn't run a business, for he wouldn't advertise.

JOHN R. BARRETT.

## TRADE-MARKS IN ADVERTISING.

By Edward A. Oldham.

History repeats itself, even in advertising. It is but going back to first principles to adopt various signs and symbols by which distinctiveness can be obtained.

The inns or taverns of old England and other European countries, and in fact of our own land in the Colonial period, long ago put this principle into execution, by displaying representations of the names of the hostleries. Thus, "The Crown" had a painting of this regal head-gear conspicuously exposed, or "The Boar's Head" might have had a grotesque carving symbolizing the name of the inn.

By means of these ancient trade-marks—for they were nothing more—the public was enabled the more easily to remember the distinctive merits of each establishment.

It therefore seems that an appeal to the eye, from earliest times down to the present, has been the underlying principle of advertising; the great majority of people yielding the more readily to the effects of some familiar device than to the often unintelligible phraseology of a written sign.

The patent medicine advertisers early realized the force of this, and their trade-marks are to-day familiar to all readers of newspapers. There can be little doubt but that their persistent adherence to this policy has had as much to do with their financial successes as any intrinsic virtues their concoctions are claimed to possess.

In recent years a tendency has become manifest in business circles, beyond the pale of the medicine men, to adopt commercial coats of arms, or trade-marks. Thus, for example, we have Jere. Johnson's well known flag, familiar to all who read New York papers:



The new dry goods house of Mat-

thew Bernheim, in Washington, has started out upon its career wedded to the faith that there is promise in a trade-mark, and this unique device is to be seen in all of their newspaper announcements, upon all of their wrapping paper and office stationery, and in handsome gilt upon the glass of the front doors. The house proposes to make the eyes of the people of Washington amply acquainted with this design:



Mr. Douglas, the shoe manufacturer, whose cut is so often made to do service for the new New York Senator by the utilitarian country editor, was the first advertiser, other than a patent medicine man, to borrow the idea of this sort of advertising from Mrs. Lydia Pinkham, and to-day he is probably the best known advertiser in the world.

Another unique advertising design that contains the elements of popularity is "the earth with a fence around it," which is now to be seen in the business announcements of Messrs. Fred. L. Foster & Sons, shoe manufacturers, of Philadelphia. Its artistic execution, however, might be improved upon:



The old colored gentleman whose honest physiognomy has been inseparably linked with the success of the cheroots manufactured by a Richmond firm, has proved a highly satisfactory trade-mark. It was something distinctive, and that being so, it won notoriety and afterward reputation by reason of merit itself.

It may, therefore, be safely reasoned that trade-marks are good things to be instituted by all advertisers; and once instituted, to be persistently adhered to and kept before the public eye. Mr. Johnson's success in establishing through the courts his exclusive right to use his particular kind of a flag in real estate advertisements is precedent enough for any one else who wants to establish his individuality.

While it is not now possible to obtain at the hands of the Patent Office at Washington a trade-mark on anything other than a merchantable article of commerce, still I believe that ere long the right will be granted to every one to select and make inviolable designs that the eyes of the buying public can remember better than names or high-sounding announcements.

#### NOTES UPON ADVERTISING.

By *W. W. Pasko.*

 THE old habit of having small cuts in advertisements has now passed away, but the use of one or several little ones is frequently very effective. John Phoenix described his journey on an exploring expedition from one of the California towns with a number of such cuts, and made the narrative very interesting. For instance, when he said that the party saw some magnificent trees, he inserted two ten-cent cuts of trees; the productions of the country were some diminutive cuts of apples and pears, and a view in the principal street of Nada was one two-story house, two three-story houses, and two two-story houses. It was most excellent fooling. Many old cuts of a larger size might be revamped. The original blocks could not be obtained, but the designs might be redrawn for new ones, with all the original awkwardness and coarseness of line. They could be used, also, as motives for newer engravings, executed in the best modern style. Pears has one cut showing a fine lady getting into a coach. I have almost the same idea, engraved for use sixty years ago. But how inferior my block is to his! An effective display can also often be made of the contrast between two different ages or fashions.

How frequently advertising does not advertise! I went out to look at a New Jersey town which has just begun selling lots, its organizers being large

capitalists and able business men. They have selected a most enchanting spot. River, and mountain, and valley, all are there, laid out in Nature's best style. The country is anything but flat. In the advertising circular, illustrated in half tones from nature, these beauties of scenery are not brought out. The process method shows them as flat, or with a gentle undulation. As a young lady remarked to a stockholder in the company, before she visited the place, "I should not like to live in such a neighborhood; the land is too level." The advertising man, or he who prepared the advertising matter, did not understand the making of process plates or of other engravings. For the distant effects wood cuts should have been used. They would have cost five times as much, but would have been more effective.

Much of the value of advertising is lost by bad printing. The eye does not pleasantly pass down a column when the impression is either a faint or a smudgy one. One of the secrets of the success of the *Troy Times*, one of the best paying papers in a town of that size in the United States, has been that in its earlier years it was uniformly better printed than its neighbors were. I could mention many other journals whose success has been largely owing to the same cause. In many lines the buyers are not chiefly young men, with their eyesight unimpaired; they are stout and gouty gentlemen, obliged to use cane and spectacles. What a nuisance to take off glasses and then put them on again in a few minutes! This difficulty is enough to stop reading of miscellaneous papers, circulars and chance reading matter. Such men pick out one morning and one evening paper, and read them and no others. These journals are selected largely on account of plainness of print. This does not mean largeness of type, but the evenness, the regularity of color, and the legibility with which every line is shown. Thus, for example, an English Bible, in nonpareil, printed by Eyre & Spottesswoode, is plainer than some Bibles I have seen printed here in two sizes larger type. One evening paper in New York, noted for its peculiar and mugwumpish views, is much read by elderly gentlemen who do not sympathize with it, but rather with Quay or Hill, whom it denounces.

Its type is legible, really legible. Your eyes do not feel used up when you have finished reading it.

Many advertisers have a theory that a notice all in capitals is better than one in lower case. They are mistaken. The eye seeks for variety. All capital letters reach the same height, and all come down as low as the others, but in small letters some rise above the crowd and some fall below, thus giving the proper relief to the vision. Compare "PROPER" with "proper," "LIFE" with "life," "CORRESPONDING" with "corresponding," and the difference can easily be seen. Reserve capitals for emphasis, and never, even when you feel most emphatic, use over a sixth or a seventh of the whole in capitals. A greater portion defeats the object; more matter, too, can be put in lower case than in upper case, and this will generally enable you to insert an advertisement in one size larger type, or to put another lead between lines, both good devices to catch attention. No advertisement is of any value that does not cause you to "advert," that is, to turn to, to observe. It may have every beauty but that, and still be worthless. See that your advertisements are so set that they shall at least be read. The principal lines in an advertisement should be in capitals, when possible.

#### WITH ENGLISH ADVERTISERS.

By *T. B. Russell.*

LONDON, April 14, 1892.

The letter of Mr. Edward S. Jones, of Epps & Co., in *PRINTERS' INK*, March 30, corrects a misstatement of mine, to which I am glad to have had attention called. The point is against me, but the staple of the argument is not touched. Messrs. Epps & Co. have more than one advertisement, but the advertisements they have (and there are not many) are hardly ever, if at all, varied. I was pointing out that there is hardly any plan which is without its advocates, and that hammer-and-tongs repetition of the same copy is sometimes successful, just as much as constant and ingenious variation, however much superior, to an artist in advertising the latter method may, and must necessarily, seem.

Advertisement writers are naturally quicker to see the merits of the con-

stant change system than other people. Anything else would not be humanly natural. Perhaps the philosophy of the thing may be found in the fact that what suits one article does not suit another (for instance, cocoa is a staple, and there is no need of new arguments—a consideration amply justifying, as his admitted success has also justified, Mr. Epps' method). Another moral is, that you cannot go far wrong in newspaper advertising, if you have courage enough and money enough to be persistent; only the artistic and scientific method is pretty certain to be a good deal the cheapest, and this is where the aid of an advertising expert, or of an advertising agency that knows its business, comes in.

Mr. Jones' letter is gratifying, as showing the widespread attention bestowed on *PRINTERS' INK* as a newspaper. A man does not usually send a letter two thousand miles, print it, make a mistake, and get corrected from across the street. A similar gratification fell to my lot the other day, when some one introduced me to Mr. George Dickman, manager to the London branch of Mabie, Todd & Bard, gold pen people, and quite an extensive advertiser on this side. Mr. Dickman at once spoke of these letters of mine, and indeed they had made me not a few friends in London before. "I like *PRINTERS' INK*," he said. "It is the cleverest trade paper ever started. It is a great shame that the Post-Office should try to shut down upon it." Then he told an anecdote, of the Lincoln pattern. "You get a farm paper," he said, "second-class matter. It tells you how to make your hens lay—say by putting red pepper in their food, and so on. Well, that is a trade paper—an agricultural paper. You can just as well call *PRINTERS' INK* an agricultural paper, if you like; advertising is the red pepper of business; it is the stuff that makes the goose lay the golden eggs. What's the difference between one sort of red pepper and the other?"

#### COMPLIMENTARY.

From *Judge.*

The publisher of the *Judge* has no connection with a so-called advertising agency bearing the name of Arkell. He has no desire to enter a field already occupied by the best men that breathe.

## NEWSPAPER MEN BEAR WITNESS.

We give below a verbatim report of the testimony of two witnesses before Judge Tyner, the Assistant Attorney-General assigned to the Post-Office Department, at a hearing in the case of PRINTERS' INK in the early part of March last. S. H. Kauffmann, Esq., is President of the Washington Star Newspaper Company. The *Star* has held for years the position of leading journal in Washington, where the hearing took place. Mr. Kauffmann, who is also Chairman of the Board of Trustees of the Corcoran Art Gallery, is at present traveling in Europe with his family, to be absent for nearly a year.

Mr. Frank B. Noyes, whose testimony also appears, is the business manager of the Washington *Star*, and is competent to speak of the general attitude of advertisers towards PRINTERS' INK.

It will also be remembered that Mr. Noyes was appointed by the American Newspaper Publishers' Association, at their meeting in New York in February, a member of a committee to visit the Congressional Committee on postal matters, and protest against the frequent outrages on publishers committed by irresponsible employees of the Post-Office Department.

Evidence of Mr. S. H. Kauffmann, President of the Washington Evening Star Company:

Judge Tyner.—PRINTERS' INK, you know, Mr. Kauffmann, is on trial. There are two questions in connection with it. One of them is whether the publication is designed primarily for advertising purposes; the other, whether its subscription list is legitimate. Now, as an expert, have you any knowledge of PRINTERS' INK, and any knowledge that will bear on these two questions?

Mr. Kauffmann.—I cannot testify what the design of the publisher was when he started it. I never regarded it as a publication designed for advertising purposes. I may illustrate my views: I was a subscriber to it from the first number; walked up and paid my money, and I have taken it ever since, and keep all the numbers I get with the expectation of having them bound. I do not think I would do that with a publication designed for advertising purposes; and I would say that I regard it so highly as a paper of usefulness I would pay double the price for it rather than do without.

Mr. Rowell.—I would like to ask Mr. Kauffmann whether he thinks the fact that we are advertising agents has enabled us to make it more valuable, or whether the effect would be otherwise.

Mr. K.—It would give you facilities for making it more valuable.

Judge T.—Assuming that the law which excludes publications designed primarily for advertising purposes means publications mainly

or generally designed for advertising purposes, and assuming, too, that the prohibition would apply to any paper that was conducted mainly and generally for advertising purposes, I will ask you as an expert whether or not that would include PRINTERS' INK?

Mr. K.—I shouldn't think it would.

Judge T.—For the reason that — I would like to get at that very point.

Mr. K.—I would have to assume as a basis of that opinion that it was not primarily established for advertising purposes; whether that was the purpose in establishing it or not, it has not followed those lines, and it has become a paper of general intelligence, in which I should suppose the printed matter would outweigh in importance the value of the advertising feature. In other words, of course advertising and circulation go together. When the circulation is secured, advertising will follow. But I do not think it would have become valuable as an advertising medium except for its circulation, which is obtained by its valuable and interesting reading matter, and it seemed so to me from the start. I should not take it as an advertising paper, I suppose, designed for advertising purposes. I found it good enough to make me take it from the start.

Mr. Carpenter.—How is the paper regarded in the trade, in the advertising business, among people interested in advertising—Washington people—whether as an organ of Rowell & Co's advertising agency?

Mr. K.—I do not think so. It is taken and read by commercial men, and people interested in advertising their wares, for the valuable hints they can get from its reading columns. I do not think Rowell & Co's business is a factor in the case at all.

Evidence of Mr. Frank B. Noyes, Business Manager of the Washington *Star*:

Mr. Noyes.—I regard it as certainly the leading publication representing the advertising interests of the country, and that I have so regarded it right along. I have been a subscriber to the paper. There is no paper that comes to the *Star* office that I believe is read as generally as is PRINTERS' INK. Mr. Kauffmann gets a copy. I get a copy. Two years ago we accepted a proposition to exchange advertising in the *Star* for copies of PRINTERS' INK to be sent to merchants in the city here. We regard advertising space in the *Star* as equivalent to cash. We are very rigid in our rates for advertising, and we never do a thing unless we think we are getting our money's worth. We sent the paper to the leading advertisers of the city, with a note stating that we sent the paper in the belief that it would be of advantage to them in doing intelligent advertising, and last year we renewed that arrangement and added others to the list. I have received a great many letters from people in the city to whom we have sent the paper, expressing their high appreciation of it, and I have had a number come in and ask me to have it sent to them—advertisers who thought they had been slighted in the matter. I have no doubt in my own mind it has been of great advantage to the *Star*, and given more intelligence on the subject of advertising to the general advertisers in the city here.

It is read constantly in the *Star* office, and Mr. Kauffmann has his copy sent home. He cannot get it when it comes in with the exchanges, and I suppose there are in the neighborhood of a dozen copies that come to different employees of the *Star*—some by special request. The cashier requested that I send

him a copy—that it would be of advantage to him. Mr. Rudolph Kauffmann has a copy of it, and my brother Theodore Noyes, the editor of the paper, has a copy of the paper sent to him at his own request. I am positive there is no paper coming to the office that receives the careful reading PRINTERS' INK does.

Mr. Rowell.—I want to ask Mr. Noyes whether if he should find that in buying these subscriptions and paying for them, he should learn that he was doing something that was improper, would it be a surprise to him, or not?

Mr. N.—Very decidedly it would be a surprise to me. If Mr. Rowell notified us that he could not send these papers under the present arrangement, I have no doubt in the world that the *Star* would send a check; that would be the only change it would make with us.

Mr. R.—The American Newspaper Publishers' Association appointed a committee of three to interview the Congressional Committee on Post-Offices to see what could be done about revising a law on second-class matter. Are you a member of that committee?

Mr. N.—I was appointed a member of that committee.

Mr. Carpenter.—Could anybody have procured the space in the *Star* that you gave Mr. Rowell for those copies at any less than the prices charged?

Mr. N.—No.

Mr. C.—I would also like to ask you how you consider the paper regarded in the advertising business—as an organ of the trade, or as an organ of Rowell & Co.?

Mr. N.—I have never had any general discussion with people on the subject. The people I have come in contact with have not so regarded it.

Mr. R.—Your subscribers are people who have no dealings with us?

Mr. N.—No. They have nothing to do with you.

Mr. C.—Those people are considered by us as forming a part of the advertising trade. Do they regard it as the organ of Rowell & Co.?

Mr. N.—As I said, I have a great many letters on the subject of PRINTERS' INK. People ask us to have the paper sent, and people that could have no earthly interest in Rowell & Co.

Mr. C.—From your observation, would you say that it was regarded as the general organ of the trade?

Mr. N.—Very decidedly.

Mr. R.—We use the expression on many occasions in advertising that it is the "little schoolmaster in the art of advertising." Is not that the way your people regard it?

Mr. N.—Yes.

Judge T.—Do I understand you then, Mr. Noyes, that you so regard PRINTERS' INK as devoted to the interests of general advertisers; that is, a publication designed to be generally and principally in the interests of advertisers?

Mr. N.—It would depend upon how you mean.

Judge T.—What I mean is, it relates to advertising, to the art of advertising, not to the benefit of individual advertisers.

Mr. N.—What I mean is, that it is like any trade journal. The *Iron Age* would be devoted to the interests of that class, or any trade publication. That is the way I mean.

Judge T.—Let me quote the law. The law prohibits the circulation in the mail of a publication designed primarily for advertising purposes. The question is whether that prohibition shall be applied to publications that

are known and recognized as the organs of an individual or a firm is one branch of it, and the other question is as to whether the law applies to any publication that is designed mainly, principally, generally for the business of advertising?

Mr. R.—*Star*, for instance.

Judge T.—He can make his own application to the *Star*. The question is undetermined as far as I know, and the law that applied to any publication that is devoted to the interests of advertising, or whether it does apply to a publication that is intended to be the organ of the publisher.

Mr. N.—My answer to that would be that I do not regard it as devoted to the interests of the patrons. I would regard it as I would a journal on penmanship.

Judge T.—That is what I want to get at.

Mr. R.—Is it not true, Mr. Noyes, that a very large number of people buy the *Star* on account of its advertisements?

Mr. N.—We have always held it to be true, and I really have no doubt that many people buy the *Star* on account of the Want advertisements, and what we call that class of advertisements—Rents, Wants and For Sale.

Mr. R.—You do not think, Mr. Noyes, they read the news with as much eagerness as they read the advertisements?

Mr. N.—I am in the business office, and I would not like to reflect on the editorial department.

## THE CENTER OF POPULATION.

The western movement of our center of population is not of itself surprising, but the regularity of the movement, the tenacity with which it has clung to the 39th parallel of latitude, and several other features furnish matter for an interesting study.

A distance westward of 505 miles, or nearly  $9.5^{\circ}$  has been passed over since 1790, while in the same time the variation of latitude has been less than  $19'$ . Of the eleven focal points nine lie above and two below the 39th parallel, the point farthest north being at the start in 1790, and farthest south in 1830.

The starting point (1790) was at  $39^{\circ} 16.5'$  north lat. and  $76^{\circ} 11.2'$  west long., or about 23 miles east of Baltimore. During the next ten years, with a southern swing of only  $.4'$ , the western impetus amounted to 41 miles; 1810 showed a southern tendency of  $4.6'$  and a western advance to  $77^{\circ} 37.2'$ , a distance of 36 miles. By 1820 only  $5.7'$  remained between the point and 39th parallel, but frontier settlers had dragged it back 50 miles farther from the Atlantic. This is about 16 miles north of Woodstock, Va.

Between 1820 and 1830 Alabama, Mississippi, Louisiana, recently admitted as States, and Florida, organized as a territory in 1822, drew the center of population down to  $38^{\circ} 57.9'$ , the most southern point yet reached. Probably the same cause reduced the

western advance to 39 miles; 1840 found the point 2' north of the favored parallel and 55 miles farther west, being 80° 18' long., or 16 miles south of Clarksburg, W. Va. The next decade with remarkable exactness measured off another 55 miles, and for the second same brought the focal point below the line, 38° 59'.

During the '50's the California gold excitement disarranged the even march of western advancement to a marked degree. Besides, in Kansas and some of the other western territories a fierce political struggle for supremacy called thousands from the east to strengthen their favorite party; 81 miles west the point was hurried that decade, and .4' north of the old line. "At this time," says Robert P. Porter, present superintendent of the census, "twelve individuals in San Francisco exerted as much pressure at the pivotal point as forty at Boston."

Before 1870 two elements appeared to check the western progress, viz.—the natural ebb after the unnatural flow, and the great civil war, nearly all of which was confined to the east. During this time but 42 miles west were made, while the most northern point since 1800, or 39° 12', was reached.

By 1880 the tide had once more turned southward to within 4.1' of the line and 58 miles west.

With the taking of the eleventh census, in spite of the development in the new South, only .1' lies between the present position of the social hub and the most northern point of 1870. Much of this is due, no doubt, to the phenomenal development of the northwest. Oregon alone has gained eighty per cent, and Washington has multiplied itself by five. During the interval six western or northwestern States have been added to the union. In the face of this, however, it is noteworthy that the western progress of our population center has declined 10 miles from the previous decade, indicating a northern increase in the east. This has evidently been so evenly distributed that the relative positions of the States have not been greatly affected. Of the New England States, with the exception of Massachusetts, which has gained sixth place from seventh in 1880, every State has lost in position. The loss is relative, however, not absolute, except in the case of Vermont.

Thus at the end of our first century the center of population has moved westward 9° 21.7', and now stands at

39° 11.9' north lat. and 85° 32.9' west long. This is about 20 miles east of Columbus, Ind. The center of area, excluding Alaska, is 39° 55' north lat., 98° 50' west long.—*Wilder Grahame, in Geographical Magazine.*

#### THE GRANT MEMORIAL.

We give below an illustration of the accepted design for the monument to General Grant to be erected in Riverside Park, New York. The building of this memorial has been delayed so long for want of funds that it has become a matter of reproach to the city, and appeals have now been issued to every calling and occupation, including those engaged in the advertising busi-



ness. The corner-stone was laid by President Harrison on April 27, and it is now probable that the work will be speedily completed. Credit for this belongs chiefly to Gen. Horace Porter. Of the \$350,000 needed to make up the \$500,000 that the monument is to cost, General Porter reports that he has secured \$200,000 within the month, and consequently there only remains \$150,000 to be subscribed. This should come in quickly. Notwithstanding Mr. Wanamaker's opinion that PRINTERS' INK is not a legitimate newspaper, it has been appointed on the committee of trade journals to assist in the work.

Dunkel's Will.—Dunkel (to lawyer who is making out his will): I vont to leaf each clerk \$10,000 dot haf peen in my employ twenty years.

Lawyer—Why, that's much too liberal, Mr. Dunkel.

Dunkel—Ah, dot's it! None of tem haf peen mit me ofer von year, und it makes me a good free advertisements for my poys von I'm dead, ain'd it?—*Judge.*

## SUSPENDED SUCCESS.

Why is it that so large a percentage of business houses lose ground after having made a promising beginning?

It cannot be accidental, much less a business freak. Its very regularity proclaims the existence of an undeviating reason for it.

What can that reason be?

Once to discover it for a certainty is to learn how to avoid the fatal fault ever afterwards.

In the first place, the advertising that admittedly wrought prosperous results ceased to be systematic and continuous. Right at this point its assumed intelligence gave way. To falter or pause in the first flush of triumphant encouragement is to abandon the grounds of original confidence, and to confess it to be deceitful and illusive rather than trustworthy and substantial. If intelligent advertising is the one right and sure course at the start, the subsequent neglect of it can only be the wrong and fatal one.

In the second place, advertising is treated by its acknowledged *beneficiari* in a haphazard, hit-or-miss, run-for-luck way. It ought to require a great deal more courage to experiment as an advertiser even carelessly, much more with aimless recklessness, than after a digested method and with a defined purpose. Yet it oftener seems as if it did not, after all.

In the next place, individual conceit is too frequently born of the prosperity newly attained by advertising. A certain percentage of ambitious men in business only want a limited degree of external encouragement to lead them to think they can achieve all further success without assistance. They ignore the ineradicable fact that the law of modern trade refuses to recognize any longer the solitairenness of mere individualism in the vast and restless realm of traffic. It is an increasingly social age that we live in, and trade and commerce above all else have made it so.

Finally, the business houses that fall into inevitable decay from this cause leave off advertising just at the turning point of their established prosperity. Starting out right, they stopped too soon. At this critical juncture another house comes in, inspired with the requisite amount of intelligent courage, and takes up their enterprise right where they deserted it, and propels it to phenomenal success. Is it the old Suez Canal story over again.

What one party abandoned because of the cost, another party stands ready to take up at its abandoned stage and carry through triumphantly.

This Egyptian Canal experience supplies as good an illustration as anything else can of the causes of failure or decadence in business enterprises from the gradual or timid abandonment of systematic advertising. If it is true, as it now stands universally confessed, that little or nothing can be accomplished in business without its all-powerful aid, then it becomes self-evident that it should never be weakened or withdrawn so long as success forms the main object of business pursuit.

One thing at a time; the concentration of available resources; slow and growing expectations—here is the advertising secret clearly revealed.—*T. H. Cahill, in Advertising.*

## POST-OFFICE ESTIMATES CUT.

IF THE SCHEME IS CARRIED OUT WAN-AMAKER'S PLANS FALL TO THE GROUND.

WASHINGTON, April 19.—The officers of the Post-Office Department are dumbfounded at the wholesale reductions made by the House Committee in the estimates for the postal service for the year ending June 30, 1893. The total cut from the estimated figures is, in round numbers, \$13,000,000, which is distributed among all branches of the service. If the reduction recommended by the Committee should prevail, all of the contemplated extensions of the postal service by the Postmaster-General would have to be abandoned.—*Evening Sun (N. Y.), April 19.*

## ESSENTIAL.

It is an established principle that advertising in some form is essential to the prosecution of mercantile business—the master's art being shown in the mode of advertising. Even those who say they never advertise, generally falsify their assertions by putting a sign over the store door behind which they sit, waiting for customers, sometimes until hope deferred maketh the heart sick, or the sheriff ousts them. Some advertise their wares by sending out special agents to introduce them and solicit custom—a mode of advertising of limited range and very costly. Others erect mammoth buildings, or construct wonderful machines; and a few go out into the streets and ha-

rangue crowds at the corners on the merits of their magic razor-strops, or medicated soaps. But the largest fortunes have been made by those who, without neglecting other auxiliaries, have placed their reliance principally on printers' ink as an agent of advertising. A host of names now synonymous with pecuniary success is recalled at once to every one's recollection.

Next to godliness, there is nothing that a merchant should so ardently pray for as courage to advertise.—*Freedley.*

♦♦♦

### NEWSPAPER SUBSCRIPTION LAWS.

WASHINGTON, April 15.—The Post-Office Department is in constant receipt of appeals from citizens in all parts of the country, of which the following is a fair specimen :

I sent one dollar to a well-known weekly paper for a trial subscription last July. At the end of that time I did not request the publishers to continue it. They did so, however, and I finally refused to take it from the carrier. They sent me the bill and the enclosed subscription laws notice.

What I would like to know is, if reputable newspapers do business this way; also, if the enclosed is a correct transcription of the laws of the United States. If so, it would seem as if the United States laws were framed to admit of blackmailing.

The "Subscription Laws" notice referred to in the letter is printed in the form of a little dodger, and purports to contain a compilation of "the decisions of the United States courts on the relation of subscribers to publishers." The compilation is divided into seven paragraphs, thus :

(1.) Subscribers who do not give express notice to the contrary are considered as wishing to renew their subscriptions.

(2.) If subscribers order the discontinuance of their periodicals, the publisher may continue to send them until all the arrearages are paid.

(3.) If subscribers neglect or refuse to take their periodicals from the post-office to which they are directed, they are responsible until they have settled their bills and ordered them discontinued.

(4.) If subscribers move to other places without informing the publisher, and the papers are sent to the former address, they are held responsible.

(5.) The courts have decided that refusing to take periodicals from the office or removing and leaving them uncalled for is prima-facie evidence of intentional fraud.

(6.) If subscribers paid in advance they are bound to give notice at the end of the time if they do not wish to continue taking it; otherwise the publisher is authorized to send it, and the subscriber will be responsible until express notice, with payment of all arrearages, is sent to the publisher.

The latest postal laws are such that news-

paper publishers can arrest any one for fraud who takes a paper and refuses to pay for it. Under this law the man who allows his subscription to run along for some time unpaid and then orders it discontinued, or orders the postmaster to mark it "Refused," and have a postal-card sent notifying the publisher, leaves himself liable to arrest and fine the same as for theft.

At the Department this sort of thing is pronounced a mere modified form of blackmail. In the first place, there are no such United States laws as are here represented to exist, and the publishers who issue the circulars probably know it, as they commonly take the precaution to indicate in a preamble that the compilation was made by somebody else—thus trying to evade personal responsibility for the fraud. All the relations between publishers and subscribers are governed by the common law and statutes as in force in the several States. In New York one rule may prevail, in Massachusetts another. The Post-Office Department, moreover, has nothing whatever to do with the whole matter further than to instruct its postmasters that they must not lend their official aid to publishers in forcing periodicals upon unwilling addressees. If a person notifies a postmaster that he does not want a certain paper or magazine delivered any longer in his mail, the postmaster is required not only to respect the request, but also to send to the publisher a formal notice to discontinue. If, as not infrequently happens, the publisher ignores this notice, the postmaster is authorized to throw the periodical into the junk-heap, and dispose of it for old paper.

It seems almost like a waste of words to say that no reputable business man, in the publishing or any other trade, would stoop to make his living by compelling the public to pay for something that has not been ordered or used; or that, if one of the disreputable sort should resort to such practices, the courts would refuse to sustain him. The decisions which have been rendered here and there by tribunals of any authority have gone no further than to put publishers on the same footing with other dealers in merchandise. If a marketman delivers A's Sunday dinner at B's house by mistake, and B eats it, B becomes responsible for its value to the marketman—not under a contract as A, who ordered the dinner, would have been liable, but because he voluntarily enjoyed the benefits of it. If B had left the food untouched, he would have been exempt.

So in the case of a periodical: If an addressee has not ordered a paper, and does not take it and read it when it comes without his motion, it is hard to see how the publisher can hold him liable.

If persons upon whom the refined form of blackmail is tried would simply stand upon their rights, they would soon find that such threats as are mentioned in this dispatch are the purest bluster.—*N. Y. Evening Post.*

### THE CENSORSHIP.

The following letters illustrate the beauties of a system of conducting the Post-Office which makes it necessary for the Department not only to look into the papers which are carried in the mail, and study their character and contents, but also to *look into the minds of the publishers* of those papers for the purpose of ascertaining that there neither is nor ever will be anything deleterious to be found in one or the other.

The workings of the system exhibit effects almost as various and interesting as those of the kaleidoscope, but observation of them does not produce such feelings of pleasure or admiration.

April 15, 1892.

*Hon. James N. Tyner,  
Assistant Attorney-General,  
Post-Office Dept., Washington, D. C.*

MY DEAR SIR—The fact that Mr. Rowell, the publisher of PRINTERS' INK, was also the owner of the advertising agency which was advertised in its columns, seemed to be considered by you of importance in the discussion of the right of PRINTERS' INK to second-class rates.

It is a fact that he yesterday disposed of his advertising agency business to "The Geo. P. Rowell Advertising Co."

This is something that he has had in contemplation for more than a year; indeed, I made the first papers in the matter more than a year ago, but the plan was never put in complete shape until now. The advertising agency has now become a stock company. The active men are those who have for some time been in Mr. Rowell's employ, and who now assume control. They own considerably more than a majority of the stock. Mr. Rowell owns a minority of the stock, and will be in no way actively interested in the company.

This change has not been made to influence the Department in the matter before it—PRINTERS' INK. It was contemplated long before the present trouble about that publication. It is the result of an idea long intended by Mr. Rowell, and now finally carried out by him. The result is to give four men, who have been faithful to him for many years, a majority interest and the control of the advertising business.

Mr. Rowell intends now to devote his time principally to the interests of PRINTERS' INK. That will be his main business.

I am informed that the offices of the two

businesses are to be entirely separate and distinct.

As the joint ownership of the two businesses by Mr. Rowell seemed to you to have a bearing on the right of PRINTERS' INK to circulate in the second class, I have thought it best to notify you of this separation.

I enclose a copy of the certificate of incorporation of "The Geo. P. Rowell Advertising Company."

It is also proposed in the near future to incorporate PRINTERS' INK. This is the concern to which Mr. Rowell will devote his time and attention principally.

Very respectfully,  
(Dictated.) PHILIP CARPENTER.

OFFICE OF THE  
ASSISTANT ATTORNEY-GENERAL  
FOR THE POST-OFFICE DEPARTMENT,  
WASHINGTON, D. C., April 20, 1892.  
*Philip Carpenter, Esq., Attorney at Law,  
38 Park Row, New York, N. Y.*

SIR—It is a query in my mind whether, from the statements in your letter of the 16th inst., the *status* of PRINTERS' INK in the mails is changed by the transfer of Mr. Rowell's "Advertising Bureau" to a joint stock company with the corporate title of "The Geo. P. Rowell Advertising Agency." The important things to know are: Whether the advertisements of the "Bureau" will give way to those of the "Agency" in the several newspapers now publishing the former, and whether PRINTERS' INK will be sent in payment therefore agreeably to the terms of contracts heretofore made by Mr. Rowell concerning the advertisements of the former. Over sixteen thousand copies of PRINTERS' INK are now carried in the mails to pay for these advertisements.

Will PRINTERS' INK hereafter be exchanged for the advertisements of the "Agency," as is now done for those of the "Bureau"? If not, and there is any other plan adopted, or likely to be adopted, whereby PRINTERS' INK will be used to further the interests of the said "Agency," it may be well to state it somewhat in detail.

Very respectfully,  
JAS. N. TYNER,  
Assistant Attorney-General.  
(Dictated to G. G. G.)

NEW YORK, April 22, 1892.  
*Philip Carpenter, Esq.,  
Potter Building, New York.*

DEAR SIR—I have carefully read your letter of April 15th to Hon. James N. Tyner on the subject of PRINTERS' INK and its relation to the Post-Office Department, and his reply of April 20th.

It seems to me that if I were answering his letter, I should write him about as follows:

In your letter of the 20th, you say that the "important things to know are whether the advertisements of the 'Bureau' will give way to those of the 'Agency' in the several newspapers now publishing the former, and whether PRINTERS' INK will be sent in payment therefore agreeably to the terms of the contracts heretofore made by Mr. Rowell." The answer is that the advertisements of the "Bureau" will continue in accordance with the original contract. No change is contemplated in the wording, nor is any thought necessary, inasmuch as the corporation succeeds to the good will of the "Bureau." PRINTERS' INK will be regularly sent in payment for every advertisement for which a publisher has agreed to accept payment in subscriptions and has obtained the subscribers and sent in their names, unless you decide that it is not legal to allow a news-

paper publisher to obtain subscribers for PRINTERS' INK, and pay for them by the insertion of an advertisement; or that, although it is not illegal, the Post-Office Department will not permit it to be done.

You say that over 16,000 copies of PRINTERS' INK are now carried in the mails to pay for these advertisements, but you do not say that it is not just as legitimate to take pay for subscribers in advertising or cordwood as in cash. Do you so decide, or has such a decision or ruling ever been put forth by the Department?

You further ask, will PRINTERS' INK hereafter be exchanged for the advertisements of the "Agency," as is now done for those of the "Bureau." In answer to this I have to say that although there is no plan or intention to that effect, yet it will be the intention to secure a very large circulation for PRINTERS' INK on terms that are legal and proper. In cases where I am not able to interpret the law, I shall hope to be able to obtain information for my guidance by application to the Post-Office Department.

Finally, you state that if there is any plan adopted, or likely to be adopted, whereby PRINTERS' INK will be used to further the interests of the said agency, it will be well to state it more in detail. My answer to this is that PRINTERS' INK will seek every proper opportunity and every legitimate method to make itself useful to every advertising agent, newspaper publisher, and every person or firm interested in the business of advertising, unless I am informed by the Post-Office Department that such a course will violate the postal laws of the United States.

The company that succeeds to the business so long conducted by me will have no preference over others, beyond such as will be almost unavoidable on account of intimate acquaintance and association.

Trusting that the above will be found a complete and satisfactory answer, I am,

Very respectfully,  
GEO. P. ROWELL.

#### WANAMAKER VS. JOB PRINTERS.

One of the most conspicuous newspapers in the State of Tennessee is the *Whig*, of Jackson, established in 1842, and consequently now fifty years old. The editor and publisher of the *Whig*, Mr. Louis J. Brooks, is younger than his paper, but his connection with it has been a long one, and he asserts that it is the first newspaper he ever remembers to have seen. Mr. Brooks for a dozen years or more has been a conspicuous member of the Tennessee Press Association, and for three separate terms a member of the Legislative Committee of the National Editorial Association. He informs PRINTERS' INK that there have been several matters in which the newspaper profession felt that it had grievances, for which the Post-Office Department was responsible; and that the correspondence that took place between the Legislative Committee of which he was a member proved that Mr. Wanamaker

was on nearly every point a hard man to deal with.

Mr. Brooks asserts that "the Government has no more right to print envelopes, and in that way become a competitor with the job printer, than it has to manufacture envelopes, or to go into the newspaper advertising business as a competitor of yours; that is the position we took. You understand that the Government, by making immense contracts with envelope factories, is thus enabled to put the price down at a point where the job printer, who is a competitor, cannot meet these rates, and it very seriously interferes with every job printer in the country, and as all country newspaper offices have a job printing establishment connected with them, it is a serious interference with the revenues of these establishments. That is one of the matters that was up for consideration, and there were a number of others of serious concern to the newspaper press and affecting the business. We found that Mr. Wanamaker reported adversely against the efforts of Congressmen working in our behalf to secure reforms or concessions."

Mr. Brooks says that the committee, while their wishes have not been conceded, do not feel inclined to give up, but intend to prosecute these matters to the end. They believe that they are asking nothing that is not right, proper and legitimate, but have found Mr. Wanamaker a hard man to deal with, determined and headstrong in his policy, without proper regard to the interests of newspaper publishers and job printers.

#### HORACE GREELEY'S UMBRELLA.

I remember one incident of my father's indulgence, writes Horace Greeley's daughter in an article on "My Father's Home Life," in the February *Ladies' Home Journal*. One day he brought home an umbrella with a wooden dog's head as a handle. My covetous little heart proceeded to set itself upon that canine effigy. In vain papa offered me a whole dog. But I pleaded that no other head in the world would be like that head, and the result was he sawed it off and went back to town with a headless umbrella.

Assistant—Don't you think Spacer's work is deteriorating?

Editor (putting a bundle in an envelope)—It is certainly going back.—*Town Topics*.



*From Brooklyn Life.*  
Not to be laughed at.

SUGGESTS A LAW SUIT.

THE SANITARY APPLIANCE  
AND ELECTRIC CO. (Incorporated),  
F. C. Farrington, Pres. and Treas.,  
199 South Clark Street.  
CHICAGO, April 22, 1892.

*Messrs. G. P. Rowell & Co.:*

My idea may be wrong, but if I were you I would bring suit in the U. S. Supreme Court regarding the case of PRINTERS' INK and the Post-Office Department. You can and will beat them. It seems to me that the question has been "under consideration" long enough. If you are no nearer the end, you should remember that you have that inalienable right granted every American, i. e., "the privilege of suing and being sued." Furthermore, I would include John Wanamaker in my filing a damage suit. If you are forced to fight, fight hard.

Advertising men of all classes, as well as publishers and business men generally, are in favor of PRINTERS' INK—and I have talked with scores of them. You can bet your bottom dollar that it won't help this Administration any. I, for one, do not believe in giving any man the opportunity of muzzling a publication at will. We do not want a Censorship akin to the Russian or German Governments—and furthermore, we won't have it.

I will this day write to Illinois Congressmen and United States Senators. As far as all newspaper men are concerned, you have their best wishes.

In conclusion, I say "fight."

Yours respectfully,

F. C. FARRINGTON.

IT IS SO.

THE INDEPENDENT,  
BURLINGTON, Vt., Feb. 18, 1892.  
*Editor of PRINTERS' INK:*

In your issue of the 10th inst. I read:

"PRINTERS' INK was excluded from the mails as second-class matter because its publishers sold subscriptions and advertising space to one person, charging a lump sum for both commodities instead of a separate price for each."

If this is to be understood as the ruling of the Post-Office Department at Washington, there is not a country printer in America who will not be liable to have his paper excluded from the mails, or have the rate per pound changed to a higher one, for the reason that

every publisher in the country charges a lump sum for his advertising space and subscription. I have on my books fourteen advertisers who pay a certain price per year for their advertisement and the *Independent*. Shall I be likely to receive notice to change my method of doing business after several years? Your position is a strong one, and, as usual, PRINTERS' INK will win. Yours truly,

P. C. DODGE, Publisher.

THE EDITOR'S SPEECH PRECEDES HIM.

*From the Atlanta Constitution.*

The *News and Advertiser* states that Freedman, of the Waycross *Headlight*, is tramping to Albany to attend the Chautauqua. He sent his speech by freight.

THE LEADING ENGLISH HUMOROUS PAPER?

*From the Argonaut.*

As regards the christening of the paper, it was at first proposed to give it the title of "A Funny Dog with Comic Tales," but it was finally resolved to call it *Punch*, although this name was not considered at all a good one, and by many thought very stupid. Its mission in coming into the world, according to an early number, was "to form a refuge for destitute wit, an asylum for thousands of orphan jokes, and the means of preserving puns, which are wandering about without so much as a shelf to rest on."

WANTS.

*Advertisements under this head 75 cents a line*

WANTED—An expert advertising canvasser. Address, with references and experience, Box 3065, Boston, Mass.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

BRIGHT MAN, RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00 salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

FOR SALE.

*Advertisements under this head 75 cents a line.*

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

4 Lines #1. 1 in. \$3.50. 1 col. \$46.50. 1 page \$156.80. 50,000 proven. Woman's Work, Athens, Ga.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

FIRST-CLASS Country Newspaper. Job business \$184.20 in March. Everything new. \$1,250. Address Box 187, Cassopolis, Mich.

\$500 Good dollars will buy the CITIZEN job, newspaper and advertising outfit. M. DEMOTTE & SON, Kenesaw, Neb.

THE Howard Co. Progress. Only Republican paper in county. Price cheap and terms easy. Address C. G. G. BROWN, Elliott City, Md.

EITHER a partner or to sell entire interest in a prosperous suburban newspaper and job printing plant. "Business," 165 East 86th St., N. Y.

FOR SALE—A German newspaper plant, doing an excellent business in a good town. Good reasons given for selling. Terms easy. Inquire at this office.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations, 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue free. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

**100,000** Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts. on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

**FOR SALE**—A splendid Newspaper property situated in a thriving Southern city of 16,000. The property includes a Daily and Weekly, the only daily published in the city, while the weekly has an uninterrupted existence of over 34 years. Complete outfit of type and material, presses, etc. A fine opportunity for a live, progressive man. Price \$10,000. "H." care of Printers' Ink.

**SPECIAL NOTICES.**

*Advertisements under this head, two lines or more, without display, 75c. a line.*

**V** \_\_\_\_\_

**VIC** \_\_\_\_\_

**G RIT** \_\_\_\_\_

**VICK'S** \_\_\_\_\_

**VAN BIBBER'S.** \_\_\_\_\_

**VICK'S Magazine.** \_\_\_\_\_

**200,000** Vicks. \_\_\_\_\_

**VICK'S, \$1.25 per line.** \_\_\_\_\_

**SPOKANE SPOKESMAN.** \_\_\_\_\_

**VICK'S, 3 mos. or 300 lines, \$1.18.** \_\_\_\_\_

**VICK'S, 6 months or 400 lines, \$1.12.** \_\_\_\_\_

**VICK'S, 9 months or 600 lines, \$1.06.** \_\_\_\_\_

**VICK'S, one year or 1,000 lines, \$1.00.** \_\_\_\_\_

**L EWEY'S INKS** are the best. New York.

**POPULAR EDUCATOR**, Boston, for Teachers.

**VICK'S 200,000.** Endorsed by Rowell because it's so. \_\_\_\_\_

**I WILL PAY YOU** to know MISTCHAYACK. It's written advs. \_\_\_\_\_

**JOHN T. MULLINS' MAILING AGENCY**, Faulkland, Del. \$2 per 1,000. \_\_\_\_\_

**BUFFALO TIMES** proves over 33,000 circulation. It will pay you. \_\_\_\_\_

**SILK PIECES FOR PREMIUMS.** E. M. LE MARIE, Little Ferry, N. J.

**VICK'S MAG.** H. P. Hubbard, Manager. 38 Times Building, New York.

**VICK'S Magazine, 200,000,** takes no doubtful advs. Hence, good company. \_\_\_\_\_

**VICK'S 200,000** is Guaranteed. Average for last five months OVER 228,000. \_\_\_\_\_

**A GENTS GUIDE**, New York. The leading agents' paper. Send for copy.

**THE ADVERTISER'S GUIDE**—Mailed free by THE STANLEY DAY, New Market, N. J.

**BOSTON HOTEL GUIDE** has a way of "getting there" for the benefit of advertisers.

**VICK'S 200,000.** Endorsed by Artemas Ward because he believes in it.

**"PUT IT IN THE POST."** South Bend, Ind. Only morning paper in Northwest Ind.

**VICK'S, 50 cts. per year,** hence popularity. Advertisers guaranteed 200,000 or no pay! \_\_\_\_\_

**VICK'S 200,000.** Endorsed by Ensign, Morse, Thompson and others because it's proved.

**MEDICAL BRIEF** (St. Louis). Largest circulation of any medical journal in the world.

**D EWEY'S Canada List** (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

**\$1** BUYS one inch, four times, in Youngstown (O.) SUNDAY and WEEKLY NEWS. Try it.

**THE COUNTRY YOUTH**, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

**S HORTHAND** for the MILLION. Sample lessons free. D. KIMBALL, 113 Adams, Chicago.

**VICK'S, 200,000.** Endorsed and used by leading advertisers and agents. It brings RESULTS.

**NEW HAVEN NEWS HAS LARGEST DELIVERED Circulation in the State of Connecticut**

**SUPERIOR Mechanical Engraving.** Photo Electrotyping Eng. Co., 7 New Chambers St., N. Y.

**I T IS BIGGER — THE TERRE HAUTE EXPRESS**—than any paper in Indiana outside Indianapolis.

**PATENTS FOR INVENTORS.** Fifty-page book free. SAM'L C. FITZGERALD, 103 F St., Washington, D. C.

**A RE YOU SEEKING** more business through agents and business men? We can help you. See page 54.

**\$1.50 FOR 5 LINES 25 days.** Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 6,500.

**I T PAYS TO** advertise with TIN SIGNS. All newspapers use them. "Nut c'd." Samples free. RENOMES & CO., Baltimore, Md.

**K ANSAS** is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

**O UR RATES** are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

**T HE PEOPLE'S ILLUSTRATED JOURNAL** (monthly), New Orleans, La. A Southern family magazine, it reaches Southern homes. Ad'tised

**D IRECTORY PUBLISHERS**, please send circulation and price list of your directories to U. S. ADDRESS CO., L. Box 140, Bradford, McKean Co., Pa.

**PAPER DEALERS**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

**VICK'S MAGAZINE** will send a fine picture of "The Headquarters of American Journalism," 22x28, on receipt of 10 cts. for postage and packing. 38 Times Building, N. Y.

**"FRATERNITY MEANS SOMETHING."** Icon trol most of the leading Fraternity Journals in the U. S. Send for list and rates. Geo. S. Krantz (Special Agent), 102 W. 14th St., N. Y. City.

**T HE GALAXY OF MUSIC**, Boston, Mass., having received no reply to its offer on page 427 of Printers' Ink, now repeats it, extending the time to April 30th. Send to above address for rate cards.

**F OR** a check for \$30.00 we will print ten lines (75 words) in one million issues of leading American newspapers of our own selection. This is a bargain. GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

**W E** will exchange THE INDICATOR, a National Journal of Insurance (10th year) with any newspaper or periodical having an insurance department. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

**Y OU OUGHT TO KNOW, YOU KNOW.** If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write A. H. BELO & CO., Publishers, Dallas or Galveston, Tex.

**D ENVER**, Colorado—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

**J APANESE FILE CURE**—A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 a box, 6 boxes \$6.00; sent by mail. A written guarantee positively given to each purchaser of 6 boxes to refund the \$6.00 paid if not cured. Guarantees issued only by JOS. R. HOFFLIN, Druggist, Minneapolis Minn.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICE :

No. 10 Spruce Street, New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 4, 1892.

MANY thousand persons have subscribed for PRINTERS' INK, and paid the cash for it independent of any other transaction. For some years past every person who has patronized the publishers of PRINTERS' INK to the amount of \$10 was allowed a discount sufficient to pay for a year's subscription. The publishers were advised by their attorney that this was a legal and proper method of obtaining subscribers. PRINTERS' INK and the American Newspaper Directory are sold together. An annual subscription to both for \$5. PRINTERS' INK is sold separately if wanted, but every sale of the Directory carries with it an annual subscription to PRINTERS' INK. It serves as a sort of weekly supplement to the Directory, intended to bring its information down to date, and the publishers are advised by their attorney that the practice of selling the two publications together is legal and proper.

Publishers of newspapers in every part of the United States have been offered the privilege of inserting an advertisement to pay for an agreed upon number of copies to be sent to subscribers, obtained by the newspaper publishers. This method of obtaining subscribers was submitted to the Post-Office Department in 1889, and the right to obtain them in this way was conceded then, and has never since been denied by the Department.

PRINTERS' INK has a larger exchange list than is usual. The law is silent upon the question as to how large an exchange list a newspaper may have. It pays PRINTERS' INK to exchange with every paper, so as to promote the

copying of extracts therefrom and the consequent extension of the influence of PRINTERS' INK.

The publishers of PRINTERS' INK were advertising agents for more than a quarter of a century. Their experience enabled them to make PRINTERS' INK what it is. They have advertised their advertising agency in PRINTERS' INK and in other papers also. They supposed that they had a right to do so. If they had not, they were willing to discontinue the practice. They even expressed a willingness to discontinue the advertising agency, if that should be necessary, rather than surrender the publication of PRINTERS' INK. PRINTERS' INK is a deserving enterprise that, for some inscrutable reason, the Post-Office Department has determined to crush. For nearly four months it has been excluded from the mails as second-class matter, and no reason for the act, beyond the puerile one of selling subscriptions in connection with advertising space, has ever been urged; and the publishers offered to discontinue all such subscriptions if the Department should require them to do so, but to this proposal no answer was ever returned.

Throughout an examination of the case that occupied two whole days at the law office of the Department at Washington in the early part of March, no stress was laid by the representative of the Department upon the alleged cause for the exclusion of PRINTERS' INK; but there was a great deal of discussion of other matters, upon which the representative of the Department stated that the law was not settled; and the principal law officer of the Department stated that he, up to that time, had known nothing at all about the case, and that action represented to have been taken by his authority had really been without any knowledge of it on his part. The Postmaster-General at the same time admitted that he had not examined the case, and had no knowledge of its merits.



THIS wreck was once as young and sprightly as the editor of the Midway (Minn.) *News*. He used to issue a nice newspaper, and had over two hundred subscribers, but he took to associating with cranks and in that way got himself all twisted up; but he knows more now than he did when he was younger.

THE growth of the polyglot press in this country would make an interesting study for some statistician. In Chicago, for example, over one-third of the daily papers are printed in some other language than English. A novelty in journalism announced to appear soon in New York is the *Kawkab America*, in the Arabic language. The editor asserts that the paper will have a constituency of 7,000 in New York city alone, that being about the number of intelligent Syrians, Persians and Arabs in this city. There are 1,335 characters in the Arabic language and, on account of the immense difficulty of mastering the art, the profession of a compositor is very highly regarded among Arabic-speaking peoples. Five cases are required for one set of type. Four of these are placed in front of the compositor and the other is directly behind him, so that considerable activity must be displayed in setting up Arabic manuscript.

At the head of the "Married" column of the New York *Sun* of April 26 (and next to pure reading matter) appears the following interesting notice:

**BARLOW—BOYD.**—On Oct. 28, 1891, Harry Muir Barlow and Rebecca Minerva Boyd, by the Rev. Charles B. Smyth. Mr. Barlow is the basso who served 104 weeks with the A. R. Wilbur Opera Company. Miss Boyd is the world's famous mezzo-soprano.

This may be a cheap form of advertising; it is certainly a novel one. Doctors and other professional people whose "code" interferes with legitimate advertising might adopt a similar method and continue to announce their marriage e. o. d. or 1 a. w. for years after that interesting event had actually taken place. It would not be difficult to incorporate a phrase giving terms and office hours.

THE Hon. John B. Long, of Texas, introduced a resolution into the House of Representatives on April 20, instructing the Committee on the Post-Office and Post Roads to make inquiry and report a bill to properly adjust the difference and simplify the code of rules governing the transmission of printed matter.

OUR advertising pages this week contain considerable interesting matter in regard to Mr. Wanamaker and late rulings of his.

The Post-Office Department has objected to the publishers of *PRINTERS'*

INK advertising their own business in the columns of their own publication, but it remains to be seen whether the Postmaster-General will find the free advertising that is accorded himself equally reprehensible.

SECTION 334 of the Postal Laws and Regulations states that it is unlawful to print on a publication: "Entered at the Post-Office at \_\_\_\_\_ as second-class matter" or the equivalent of such words, unless due entry has been made.

Yet we observe that the *National Bulletin*, issued by the Republican National Committee, continues to print these words at the head of its editorial columns notwithstanding the publicity that was given to the matter in *PRINTERS' INK* some months ago. Verily, it is a great thing to have a "pull."

#### "IS HE UNABLE TO ANSWER?"

We have had frequent occasion to note an exceeding difficulty in extracting answers to proper and important questions from any one connected with the Post-Office Department. This mental inaptitude for dealing with yes and no appears to run all through the Department, and is well illustrated by the following dispatch extracted from an influential daily, of which it is asserted that a larger number is taken in at the leading Republican club of New York city than of any other evening paper:

WASHINGTON, April 25.—A dried pea on a hot shovel offers a poor figure for comparison with the antics of Postmaster-General Wanamaker while on the witness-stand this morning before the House Committee on Civil Service Reform to answer questions concerning his course with respect to the Baltimore Post-Office.

When Mr. Boatner, of the Committee, tried to get Mr. Wanamaker to answer the simple question whether, if the statements contained in the Roosevelt report were true, they would constitute a ground for the removal of the guilty men, the witness squirmed in his chair, grew red in the face, and could not be tortured into giving a direct response. He kept repeating that this was an unfair hypothesis.

Mr. Sperry then tried his hand, omitting all roundabout or inferential methods, and coming down to the blunt question: "Were you satisfied, on comparing the verbatim report of the testimony taken by your inspectors with the deductions made from that testimony, that the deductions were fairly made?"

Here the Postmaster-General grew redder than ever, and rose from his seat, and stalked up and down. The question demanded a frank answer, yes or no, and he could not be induced to utter either word.

It was a positive relief to everybody when the inquisitors gave up the attempt to wring an honest, straightforward answer out of the Postmaster-General, and let him go.

## THE GUILTY QUAILS.

It was for publishing the following wicked advertisements in PRINTERS' INK, November 4th, 1891, that Mr. Wanamaker is fining the publishers of that paper about five hundred dollars a week :

PRINTERS'  
INK  
for  
1892.

If you are intending  
to advertise in PRINT-  
ERS' INK in 1892, it  
will pay you to place  
the order NOW.

Orders to run through the entire year will be accepted at schedule rates, and the advertisement will be inserted FREE OF CHARGE in the remaining issues of 1891.

Any person contracting now for a yearly advertisement to be inserted in PRINTERS' INK will be entitled to receive additional the full amount of his order in yearly subscriptions to PRINTERS' INK, and his subscribers will be informed of the name of the person to whom they have become indebted for the complimentary yearly subscription.

It is apparent from the above proposal that an advertiser who contracts for a page in PRINTERS' INK for 1892 at \$5,200 is entitled to 2,600 paid-up subscriptions, to be sent to any names selected by him of persons who ought to become advertising patrons of his own. If he sends names of persons who are already on the subscription list of PRINTERS' INK, a record of such will be kept, and he will be allowed to furnish additional names to be substituted.

No issue of PRINTERS' INK for the remainder of 1891 will be less than 40,000 copies.

SHALL  
YOU  
USE  
IT?



The flying birds you see in the air represent the fifty-two issues of PRINTERS' INK in 1892 which an advertiser can buy and pay for.

The nine plump little beauties in the foreground are the makeweights that are thrown in to make the advertiser happy about his bargain.

The flying birds can all be had at any time before December 31, but the group of plump ones in the foreground will grow smaller every week.

## MORAL?

The sinfulness of these advertisements will be made plain to any one who will read the following exposition of their enormity. To the ordinary mortal, at a cursory glance, they seem innocent.

Let us proceed to make the matter quite plain by citing

### A SIMILAR CASE.

One dollar would be about the average price charged by the average local weekly in the average country town for inserting a one-inch advertisement for one month. Six dollars would be about the average price charged by the same paper for inserting the same advertisement for a year. If the advertisement was particularly desirable it might not be refused at \$5, \$4, or even \$3.

The above preamble has been produced for the purpose of making it perfectly plain what the crime is that has been committed by the publishers of PRINTERS' INK that has caused that paper to be excluded from the United States mails as second-class matter, and owing to the bad temper of the

Postmaster-General it is likely to subject the publishers of PRINTERS' INK to a money loss of from \$20,000 to \$30,000.

To proceed with the case of the local paper: Let us suppose that the subscription price of the local paper in October last was \$2 a year, and that the publisher had decided to reduce it to a dollar on the first of January, believing that by so doing he would secure a larger circulation and more advertising at a better price.

Now, supposing that with this larger circulation in view, the publisher had decided to make an effort to place his advertising patronage on a safe basis, by securing as many advance yearly orders as possible with a further view

of advancing his transient advertising rates after the new year.

Now, supposing further that in carrying out this plan it should occur to the publisher that it would be a good thing to say to every person likely to make use of the advertising columns something like this :

"If you will give me an order before December 31st to insert a one-inch advertisement in every issue of my paper for next year, and will pay me the monthly rate of \$1 per month, or \$12 a year for the same, I will not only insert your advertisement free from now till December 31st, but will also allow you to send six copies of my paper to subscribers that you may designate, and I will send to each of your subscribers a notice that the subscription price has been paid for by you and the paper sent with your compliments."

There are more than ten thousand publishers in the United States who will fully understand and appreciate the plan above outlined.

Does any person, no matter whom he may be, see any impropriety in making such a proposal?

Can any lawyer point out in what respect the proposal violates the letter or spirit of any postal law, or even any published postal regulation?

Well, it was for issuing that proposal (the original advertisement is reproduced above) and for nothing else, unless Hazen prevaricates in his letter to Postmaster Van Cott of New York, that PRINTERS' INK was excluded from the mails in January last. (Here follows a copy of Hazen's letter to Postmaster Van Cott of New York city.)

POST-OFFICE DEPARTMENT,  
Office Third Ass't Postmaster-Gen., }  
WASHINGTON, Jan. 8, 1892.

Postmaster, N. Y.

SIR—PRINTERS' INK, published in your city by Geo. P. Rowell & Co., was originally admitted to the second class of mail matter on what was supposed to be a legitimate list of subscribers, but its circulation was subsequently found to be mainly gratuitous, and the certificate of entry was accordingly cancelled.

Afterwards a subscription list, averred to be bona-fide and paid for by customers of the paper at the regular rates and by them circulated among their patrons, was presented to the Department, and while some uncertainty existed as to the legitimate results of this method of securing a circulation, the publishers were given the benefit of the doubt and the paper was again admitted to the second class.

It now appears, from evidence in possession of this office, that the publishers have broadened their plan of securing alleged subscriptions by placing at the disposal of all yearly advertisers subscriptions to the paper of the nominal value of the charge for advertisements

inserted. In view of these facts, the Assistant Attorney-General for the Department, after a full and careful examination of the case, has rendered an opinion that the publication is not entitled to the privileges of second-class mail matter, and you are therefore instructed to cancel the certificate of entry heretofore authorized, and to require postage at the third class rate on all copies hereafter presented for mailing at your office.

Very respectfully,  
A. D. HAZEN,  
Third Ass't Postmaster-General.

#### IS HAZEN TRUTHFUL?

It will be observed that Mr. Hazen says in the above letter that "the Assistant Attorney-General for the Department, after a full and careful examination of the case, has rendered an opinion," etc., etc.

Now, the Assistant Attorney-General for the Department is the Hon. J. N. Tyner, and at a hearing before him in Washington, March 4th and 5th, Judge Tyner said, in a pronounced manner, in the presence of the undersigned, that up to that time, *he knew nothing about the case*; that **IT HAD NOT BEEN BEFORE HIM**, and to quote his own words, "**I HAVE NOT LISTENED TO ONE WORD AGAINST PRINTERS' INK.**"

GEO. P. ROWELL.

PHILIP CARPENTER, Counsel.

T. F. KENNEDY, Stenographer.

NEW YORK, April 25th, 1892.

Since the asserted cause for the attack upon PRINTERS' INK has been shown to be so puerile, the Department has exhibited a disposition to assert that another method by which PRINTERS' INK obtains subscribers is not what it should be.

On another page is presented a memory reviver for Mr. Hazen. By a perusal of it he will learn that the method was plainly set before the Department in 1889, and had its approval; and for that matter Hazen refers to this fact in his letter to Van Cott.

If any law has been passed since, or any regulation adopted, which makes the method any less legal now than it was in 1889, that law or regulation has not yet been brought to the attention of the publishers of PRINTERS' INK.



A successful appropriation of a well-known trade-mark.

## THE NEWSPAPER AS A SERVANT OF THE PUBLIC.

Newspapers frequently have occasion to speak of the very remarkable requests which editors receive. One noticed in this paper, not long ago, was that of a fish-dealer in this city, who sent word that he would like to see a reporter on important business. The important business, as the reporter discovered when he had hastened to the fish-stand, was a desire of the man to know the current price of rabbits! A letter received in this office a few days ago read as follows: "Please send me the name of some man in your city that is trustworthy and competent of attending pawnbrokers' sales, and buying for me such as directed, and that would do the work at a reasonable price." The English of this request is not marked by extreme elegance, but the request is, as a matter of fact, much more modest than many which are received. It is not uncommon for an editor to be asked to recommend a good hotel, a good shoe store, a good grade of tinware, and a good way for a young man to get rich. The editor, looking over his mail day after day, is forced to contemplate the time when he will be asked to act as best man at a wedding in North Carolina, or devote a small part of his time to tutoring a youthful genius in Iowa, or taking the principal part in a breach of promise suit "to favor a reader."—*New York Tribune.*

### AN ADVERTISEMENT TIME CHART

Wesley B. Stark, foreman of the *Sun*, has had copyrighted a "Newspaper Foreman's Advertisement Time Chart," designed for the use of foremen and others connected with newspapers and magazines to enable them to insert all advertisements correctly. The chart has been in use in the *Sun* office for more than a year, and we must say that we have yet to hear of a single advertiser who said his advertisement was not inserted correctly in each and every issue of the paper throughout the time it was to be inserted. In fact, the chart is the best thing in its line that we have ever seen, and it is safe to say that a large number will soon be in use throughout the country. The chart has just been completed and is now placed on the market. The claims of Mr. Stark for his chart are many, and, as we have examined it our-

selves, we find them to be just as represented, prominently among which is that by using this chart it is an impossibility to make any errors of any kind in inserting advertisements in a paper. It keeps a correct record of all advertisements that do not appear regularly in each issue of a paper, as well as those which appear every time, but not with the same electrotype. In addition to these important features it will show at a glance what electrotype of an advertiser appeared on any day throughout the year, thus keeping an accurate record. Another prominent claim is that in a few minutes' time you can tell every day what ads are to be inserted, thus saving many hours of tedious work daily. The chart can also be used in the business office, thereby doing way with marking ads. They are made of silicate slate, and the marks on it can be erased at any time without injury to the chart. They are made in book form, each book containing a daily and weekly chart, either for use on a seven or six-day paper. Besides those made in a book form another is made for use in offices that only publish a weekly.—*Williamsport (Pa.) Sun.*

### AN EDUCATIONAL VIEW.

Is it not strange and a pity that so wise and so competent a man as is the Postmaster-General—is it not a pity that his administration should be marred and disgraced by the action of the Third Assistant Postmaster-General? The Post-Office Department is *for the people*, for the spread of intelligence, for the purpose of promoting unity, commerce and good will. The Third Assistant Postmaster-General seems to be devoting his time and his energies to defeating this object. He is searching out the puerilities and flaws and weakness and blind things in the law and ignorantly and despotically interpreting the law to hinder and limit and cripple the service instead of applying to it intelligence, justice and truth.—*American Journal of Education.*

"THE man," says Freedley, "who aims to succeed in business must aim at these two points: First, to be sure that he can satisfy the demand for the articles he deals in; secondly, that everybody within the proper scope of his business is made aware of his ability to do so. These points attained he has only to do his business properly and his fortune is secure."

## Miscellanies.



Advertisement—An exceptional opening with plenty to do for dentist. Can be seen Sunday, 11 A. M.—*Life*.

From the *Blizzard Bugle*.—We published a double-leaded editorial on Colonel Tufnit last week. We regret that we found it necessary to double-lead the colonel shortly afterward.—*New York Herald*.

City Editor—We ought to get a new heading for the weather column. "Local Forecasts" is about played out.

Assistant—How would "The Unexpected Always Happens" do?—*Life*.

A notice of a recent steamboat explosion, in a Western paper, ends as follows: "The captain swam ashore. So did the chambermaid. She was insured for \$15,000 and loaded with iron."—*Newton High School Review*.

Doesn't Keep Anything.—Scribbler: I lent the editor my umbrella a few days ago, as he forgot his, and it looked like rain.

Tomson—Has he returned it yet?

Scribbler (sadly)—No; but he will; he returns everything of mine.—*Truth*.

His Proper Sphere.—Author: Mary, I have made a mistake in my calling; I'm not an author, but a born chemist.

Author's Wife—What makes you think that, Horace?

Author—Well, every book I write becomes a drug in the market.—*Puck*.

Wanted—A young lady who can run a typewriter without trying to run the editor. We know we are not pretty and sometimes go around with a suspender down and shoes off, if our corns hurt, but that's our own affair. This is a snap for some quiet, considerate girl who ain't afraid of home-made socks and red whiskers.—*Hot Springs (Ark.) Cat*.

## HOW TO REPORT A FIRE.

"Ruddy Glare"—Applies only to introductory paragraphs.

"The fire was badly managed from the start"—This will let people know you were there on time, waiting for the show to open.

"The Fire Fiend"—To be worked in judiciously.

"Holocaust"—Not to be used in livery stable fires.

"Death Trap"—Applies to hotels and tenement houses. (See "Rat Trap.")

"Rat Trap"—(See "Death Trap.")

"Cause of Fire Unknown"—This gives the story a completeness it would not otherwise have.

"Gone Up in Smoke"—Hints for a head.

—*Truth*.

A Logical Argument.—A man was urged to take a newspaper.

"What is the use of taking it? I never open it, so I don't know what's in it. What good would it do me?"

"You take liver pills occasionally, don't you?"

"Certainly."

"Do they do you any good?"

"Of course they do."

"Did you ever open them and find what was in them?"

That made him shell out the subscription price.—*Texas Siftings*.

**CIRCULARS, &c., distributed. Reliable. References. WM. GUFFIN, 264 S. East, Ind. p'l's, Ind.**

**GOOD AGENTS secured among students by using the COLLEGE-MAN, New Haven, Ct.**

**NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.**

**AGENTS' NAMES, New Ones, 1000 for 25c. Western Mail Agency, St. Louis, Mo.**

**GIBB BROS. & MORAN PRINTERS**  
45-51 Rose St., N. Y.

**PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Washington, N. J.**

**PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.**

**SEEDSMEN'S DIRECTORY, 25c. C. J. BARLESS, Rose, N. Y.**

**BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 458 Wash'ton St.**

**WOODEN ENGRAVING PETRI & PELS NEW YORK.**

**San Francisco Bulletin**  
Largest evening circulation in California. High character, pure-tone, family newspaper.

**PUBLIC OPINION** Always pays  
Advertisers. Washington. New York.

**\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.**

**BOOM YOUR TOWN**

**THE KEYSTONE LIST** will help you. Send for it. B. L. CRANS, 10 Spruce St., N. Y.

**THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.**

**12 PENS for 6 Gents SPENCERIAN** 810 Broadway, New York.

**Do You Want Agents?** I have sent so far to 35,000 post-offices for the names of Agents for my own use. Send for particulars. J. SMEAD, Vineland, N. J.

**HEALTH HELPER** of Buffalo, N. Y. Dr. J. H. DYE, Editor, pays advertisers extra large returns, 1/6c. per line. 30,000 monthly. Samples Free. TRY IT!

**YOUTH'S LEADER,** NEW HAVEN, CONN. Over 40,000 copies monthly. Advertising, 30 cts. per agate line.

**WIRE RACKS** For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. POPE RACK CO., St. Louis Mo.

**\$30.00** Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels **FREE**. Write for an agency. You don't need experience to make big money working for the **Electric Guest Call Company, Minneapolis, Minnesota.**

**Men Who Advertise**, and need a new idea, now and then, will find a valuable assistant in the novel "Book of Ideas for Advertisers," just published by D. T. Mallett, New Haven, Conn., and sent on receipt of \$1.00, Postpaid. 48 Page Descriptive Primer Free for 2-Cent Stamp if applied for at once.

**ME TOO!**

I get up ideas for live people who advertise.  
**F. MYERS, Artist,**  
81 Times Bldg.,  
New York.

### To Those Who Don't Know:

I write ads; don't draw them. Haven't picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. **E. A. WHEATLEY**, Chicago, Ill.



**\$22**, FIRST-CLASS CUR-  
TAIN DESK. Four  
and a half feet long. Unlimited  
variety in stock and to order.  
**American Desk & Seating Co.**  
270-272 Wabash Av., CHICAGO,  
U. S. A.

### Journal Printing Co.'s List.

Ogden (Ill.) Journal ..... 405  
Fithian (Ill.) Herald ..... 250  
Ogden Circular Agency ..... 500

**KLEEG'S SUBSCRIPTION AGENCY.**  
Subscription rates at agents' prices wanted.

**PUBLISHERS**  
DESIRING  
BICYCLES  
  
For themselves, employees or  
for use as premiums can procure  
same from us on favorable terms, and pay part  
cash and the balance in advertising. We handle  
all makes, new and second-hand, and sell every-  
where. Catalogue and terms free.  
**ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.**

Dodd's Advertising Agency, Boston,  
265 Washington Street, or  
Send for Estimate.  
RELIABLE DEALING CAREFUL SERVICE  
LOW ESTIMATES.

### Catholic School & Home Magazine

#### STUDY LAW AT HOME.

Take a Course in the  
Sprague Correspondence  
School of Law. (*Incor-  
porated.*) Send ten cents  
(stamps) for particulars to

J. COTNER, Jr.,  
527, Detroit, Mich.  
312 Whitney Block.

The only one of its kind in  
the United States.  
Will reach every Church,  
Convent and School.  
*Issued Monthly.*  
Best Medium for Adver-  
tisers.  
**Rev. THOMAS J. CONATY,**  
D. D., **Editor,**  
**Worcester, Mass.**  
Send for Lists.



### HEROLD DES CLAUBENS

Catholic German weekly, published at 340 Con-  
vent St., St. Louis, Mo., since 1850; issues an AL-  
MANAC every year; pretty; all original; pro-  
fusely illustrated. Fifty thousand copies are  
printed and distributed. A limited number of  
choice advertisements inserted. Rates and sam-  
ple copies upon application.

### A Thousand Newspapers

A DAY ARE READ BY

### The Press Clipping Bureau,

ROBERT & LINN LUCE,

### 68 Devonshire St., Boston, Mass.

**FOR WHOM?** Supply houses,  
that want earliest news of construction;

Business houses, that want addresses of  
probable customers;

One hundred class and trade papers;  
Public men, corporations, professional  
men, who want to get news, see what is said  
of them, or gauge public opinion.

**R**ATES  
IGID, yet by  
EASONABLE **R**ATING

in the New Volume of

### American Newspaper Directory

Applies to All Advertising in



### Are You Seeking

more business through advertising! The

### Florence Advertiser, 32,000 PROVED

Circulation reaches live agents and business  
men. We can prove to your entire satisfaction  
in one trial that the **FLORENCE ADVERTISER** will  
give the results you are seeking, viz., a profit on  
your investment.

Prominent advertisers and Advertising Agents  
tell us it is the best journal of its kind published.  
Send for a sample copy and rates and see for  
yourself.

#### THE FLORENCE ADVERTISER,

FLORENCE, MASS.

### Advertising Clocks.



LARGE SIZE.  
Handsome ap-  
pearance.

Warranted.  
Good. Suita-  
ble for Clothiers,

Newspapers, and  
any special brand  
goods. Write for Il-  
lustrated Price List  
or any information.

**Baird Clock Co.**  
Plattsburgh, N. Y.



**MY DEAR KATE:** The party will be a grand success, the invitations numerous. In confidence, my husband makes money now. Advertising does it. He receives high-class magazine advertising at newspaper rates <sup>in</sup> **THE AMERICAN SCHOOL-BOARD JOURNAL** New York, New York.

PRINTERS' INK, the journal for advertisers, published by Geo. P. Rowell & Co., of New York, continues its warfare against the Post-Office Department for not allowing it to pass through the mails at newspaper postage rates. The decision against PRINTERS' INK was based on the assumption that it had no bona-fide subscribers. The paper takes its pay in other considerations than cash, as a rule, and this fact led Third Assistant Postmaster-General Hazen to deny it the privilege enjoyed by most publications. The rejected paper has been busy of late in pointing out the glaring inconsistencies of the Post-Office Department, and it has made a number of telling points. It seems clear to us that the Post-Office Department is all wrong in making PRINTERS' INK pay far more money for postage a pound than is charged other newspapers.—*Syracuse (N. Y.) Herald.*

## San Francisco Call.

Established 1855.

Daily, 56,739—Sunday, 61,861.

*The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.*

Postmaster-General Wanamaker says it costs 50 cents to carry some letters to their destination, for which the Government is paid only 2 cents. Still the design of the law for cheap postage is recognized and the law is interpreted so liberally that the letter costing 50 cents is delivered, as it should be, to its destination—now then let the design of the law, in regard to newspapers, be carried out and its interpretation be made so just and so liberal that a *first-class* newspaper, like PRINTERS' INK, may be delivered to its patrons as cheaply and promptly as any other newspaper.

Let him instruct his "Third Assistant Postmaster-General" to drop his puerilities, his low detective instincts, his injustice, and use and interpret the law so as to promote intelligence, fair-dealing, honesty and integrity in the public service.

This certainly is a fair, legitimate demand, and the press of the United States are earnest and conscientious that this demand shall be complied with.—*American Journal of Education.*

**HOME-MAKER** MAGAZINE; new management, the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

## The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

## The People's Home Journal.

Guaranteed Average Circulation for the Remainder of 1892, 800,000 Copies Monthly.

The immense constituency of THE PEOPLE'S HOME JOURNAL, and the present remarkably low rates of advertising, make it one of the most profitable of all advertising mediums. Very few publications offer as low a rate in proportion to actual circulation given. Any article intended for family consumption may be profitably advertised in THE PEOPLE'S HOME JOURNAL, and in no other way can the same extensive publicity be secured at so small a cost. Present advertising rate, \$1.00 per agate line per time. After July 1st, \$1.25 per line. For full particulars and sample copies, address F. M. LUPTON, Publisher, 106 and 108 Reade St., New York.

Why Is It?—That

## FARM-POULTRY

HAS A CIRCULATION OF OVER 25,000 MONTHLY?

Why, secure more permanent business every succeeding issue! Why have old experienced advertisers continued it in since it was founded and frequently use a whole page at a time?

ANSWER: It pays advertisers; it will pay any one who wishes to reach families in the suburbs of large towns, villages and live farmers who have money, and spend it for reliable goods. No others need apply. Over one-half of our readers are women; heads of families.

FOR SAMPLE COPY AND RATES, ADDRESS

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

CANTON, ME., March 21, '92.

ROBERT BONNER'S SONS.

Gentlemen: The advertisement of seeds placed by us in the New York *Ledger* more than paid for itself in direct sales. We look for our profit in future business from parties who receive our catalogue, together with the small collection of seeds that we usually advertise with it. However, we received so many replies from the *Ledger* that we realized a profit on direct sales, which is something unusual.

Yours truly,

O. M. RICHARDSON &amp; CO.

## The Skein of Thought

we spin, that binds  
The facts together in the web of words.

Advertisements should not be spun—but must be thought—, out. This is our trade. And we are not apprentices at it.

ROBINSON-BAKER  
ADVERTISING BUREAU,  
107, Pulitzer Building, N. Y.

## AD-SPINNERS.

Yours for a stamp—"Our Idea Of It."

**CHICAGO  
NEWSPAPER  
UNION  
Co-operative  
Lists of  
1292  
Papers.**

May 1, 1892.

SEND FOR CATALOGUES AND ESTIMATES TO  
**CHICAGO NEWSPAPER UNION,** 93 South Jefferson St., Chicago, Ill., or 10 Spruce St., New York.

**CHICAGO NEWSPAPER UNION.**  
422 papers published in Ills., Iowa, Mich., Wis. and Ind.  
**STANDARD NEWSPAPER UNION.**  
100 papers published in Illinois, Iowa and Missouri.  
**FORT WAYNE NEWSPAPER UNION.**  
160 papers published in Ohio, Indiana and Michigan.  
**SIOUX CITY NEWSPAPER UNION.**  
187 papers published in Iowa, Nebraska and South Dakota.  
**MILWAUKEE NEWSPAPER UNION.**  
88 papers published in Wisconsin.  
**WISCONSIN PUBLISHERS' UNION.**  
63 papers published in Wisconsin.  
**INDIANA NEWSPAPER UNION.**  
108 papers published in Indiana and Illinois.  
**SIOUX CITY INDEPENDENT UNION.**  
161 papers published in Iowa, So. Dakota and Nebraska.

## A REVOLUTION IN MAILING MACHINES.

Immense Saving in Time, Trouble and Cost.

INVESTIGATE  
THIS  
BLOCK  
MAY93

You need no type—galleys only cost 25cts. each. Blocks, including the engraving, cost less than 1 cent apiece. You do away with skilled or expensive help. It costs

less than one-fifth of the old way, is quicker, and so simple that it will pay you to write for circulars if you own a newspaper or send mail matter to any particular list of people. Machines in use by *The Great Divide*, *New York Times*, *Cosmopolitan* and others. Write for full information to

H. H. TAMMEN,  
1518 Arapahoe Street, —or—  
DENVER, COLO.

STUART THOMSON,  
25 Times Bldng.,  
NEW YORK, N. Y.



To reach the masses in  
**LOUISIANA,**  
**MISSISSIPPI,**  
**N. E. TEXAS,**  
**S. & W. ALABAMA,**  
**S. ARKANSAS**  
**AND NEW ORLEANS,**

it will be necessary to advertise in  
**THE NEW DELTA,**  
**OF NEW ORLEANS.**

**DAILY, SUNDAY and WEEKLY.**  
 Circulates among the educated and best element in the States named above. It is the People's paper and they read it, honor it and love it as they always do a new paper that fights for them and the honor of the State. It is the best advertising medium in New Orleans.

# Did You

ever stop to think how many and varied are the articles which well-to-do householders would buy if they knew about them? If you have any such article, we have the way to reach over **260,000** such families, with indorsement and little cost.

**Put**  
**Them**  
**On**  
**Your**  
**List**

**Sunday School Times.**  
**PHILADELPHIA.**  
 Presbyterian.  
*Lutheran Observer.*  
*National Baptist.*  
*Christian Standard.*  
*Presbyterian Journal.*  
*Rel'd Church Messenger.*  
*Episcopal Recorder.*  
*Christian Instructor.*  
*Christian Recorder.*  
*Lutheran.*  
*Presbyterian Observer.*

For our locality  
 there is no other  
 way equal to this.

  
**Over 260,000 Copies**  
**Religious Press**  
**Association**  
**Phila**

## Pick Out What You Want LIST

SENT FOR A TWO CENT STAMP.

An advertiser may insert a one inch advertisement one month in any ten or more papers



and have his advertisement inserted at one half the publisher's schedule price.

ADDRESS

**GEO. P. ROWELL ADV. CO.,**

10 SPRUCE STREET,  
 NEW YORK.



COPYRIGHT

1892.

Right under your nose  
 Are ads, so bright,  
 That with them you're sure  
 To strike it right.  
 They'll save you trouble.  
 They'll save you pains;  
 They'll treble your business  
 And treble your gains.  
 If you're after trade,  
 If you want to win it,  
 If you want your rivals  
 Not to be "in it,"  
 Tell us your business  
 Without delay!  
 It'll take but a minute  
 To show you the way.

**THE PICTORIAL LEAGUE,**  
**TRIBUNE BUILDING, - N. Y. CITY.**  
 Our firm name is being imitated. Be careful about the address.

# Columbus (O.) Post.

7,500 Daily.

FOR

the benefit of the few  
advertisers who have not  
included it, we repeat that

## THE POST

is the only Democratic daily  
in the city. Is the leading  
afternoon family paper. Has  
a complete news service.

## GOES INTO THE HOMES.

There are many other good  
points, such as *reasonable*  
price for space—which can  
be had of the home office, or

H. D. LaCOSTE,  
88 Park Row,  
New York.

## A Source of Wealth.

Quite recently I met a man  
Rich, shrewd, and enterprising,  
Who had succeeded on the plan  
Of always advertising.  
His business had grown very great,  
His wealth was quite extensive,  
And to maintain his rank and state  
His habits were expensive.

I often used to wonder how  
His wealth accumulated,  
And, as the chance presented, now  
My wonder to him stated.  
"Oh well," he answered in reply,  
"Perhaps 'twill make you wiser,  
I'm rich, and here's the reason why—  
I am an advertiser !

"And yet, of all the papers known  
That I have put my 'ad.' in,  
One is just like that 'Lamp' I own  
Belonging to Aladdin.  
It brings me more than half my trade,  
My wealth, likewise my fame, sir,  
That paper is my greatest aid—  
And 'Comfort' is its name sir !"

# The American Farmer,

SPRINGFIELD, O., and CLEVELAND, O.,

IS THE PEER OF ANY AGRICULTURAL JOURNAL IN AMERICA.

## ENLARGEMENT and IMPROVEMENT

inaugurated by the new publishers January 1, 1892, have been appreciated in a  
way that counts. New, annual, paid-in-advance subscribers have been added to  
its lists

### BY THE THOUSANDS,

and still they come at the rate of two hundred per day. HERE ARE THE  
FIGURES for the first sixteen weeks of 1892:

January, . . . . .	3,368	March, . . . . .	4,803
February, . . . . .	5,595	April, (1st 3 weeks) . . .	<u>3,446</u>
<b>Total for 16 Weeks, . . . . .</b>			<b>17,212</b>

Facts talk. The farmer is getting the subscribers, and

### ADVERTISERS ARE GETTING THE BENEFIT.

(Rates have not been raised.)

**"Solid Circulation" Never Less than 50,000 Guaranteed.**

Address

THE AMERICAN FARMER,

J. C. BUSH, Times Bldg., N. Y. City;  
Reputable Agencies at large.

SPRINGFIELD, O.

# CIRCULATION

—AND—

# RESULTS

that can be depended on, each and every month in the year, Summer and Winter, year in and year out.

Everything open and above board. Book and records open to all. We furnish the circulation, results to the advertiser our claim to patronage.

CHAS. H. FULLER'S  
NEWSPAPER ADVERTISING AGENCY,  
69 Dearborn St., Chicago.

HENRY DECKER,  
Eastern Representative,  
3, 5 and 7 Beekman St., New York.

APRIL 23rd, 1892.

*Allen's Lists, Augusta, Me.:*

Gentlemen:—We are in receipt of your favor, enclosing original post-office receipts.

At our suggestion several of our advertisers have examined them, and are thoroughly satisfied with the unquestionable proof of circulation. Such evidence is conclusive.

Evidently there are a good many hundred thousand in one of Allen's Lists' millions. Yours truly,

(Signed)

CHAS. H. FULLER'S ADV'G AGENCY.

R.

## RESULTS

—speak for themselves.

“20,000 CASH  
orders in six months.”

*From Agents' Guide, New York, April, 1892.*

“Allen's Lists stand pretty near to the top as advertising mediums. We hear of one advertiser recently who has received 20,000 cash orders from six months' advertising in them.”

## Hundreds are doing as well

If you haven't an annual contract, will you not be wise to make one at once?

E. C. ALLEN & CO.,  
PROPRIETORS OF ALLEN'S LISTS,  
AUGUSTA, MAINE.

“Constant as the  
Northern Star.”

—SHAKESPEARE.

HERE are one or two facts about the Peerless Vickery and Hill List which, to quote the words of a noted advertiser, make it “peculiar to itself.” A great many papers fail to pay advertisers in the summer months, because the circulation is at a low ebb, and no attempt is made to be enterprising and pushing. On the contrary, our List pays the year around. It is because the flood tide of a million copies mailed every month is maintained twelve months in the year; the papers are as interesting in summer as in winter; and even if not read at the time, unlike current newspapers, are preserved for future reading and re-reading. These papers pay every month, every season, every cycle. Specimen copies and rates sent on application. Estimates cheerfully furnished.

VICKERY AND HILL,  
AUGUSTA, MAINE.

## ADVERTISERS

Who wish to reach the  
BEST CLASS OF  
LADY BUYERS

*SHOULD USE*

## HARPER'S BAZAR.

For Rates apply to

HARPER & BROTHERS,

NEW YORK.

---

Have you  
Secured space  
In September, '92,  
Over 600,000 edition

—OF—

## The Mayflower?

---

Rate for this issue \$3.00 per agate line.

---

*If interested, let me talk with you.*

---

E. C. VICK, Advertising Manager, FLORAL PARK, N. Y.

## Chapter Five.

# THE CHICAGO Daily Globe.

(See last week.)

## Comparative Figures.

In Chapter 4, last week, attention was called to the population of Chicago and to the circulation of THE CHICAGO DAILY GLOBE.

New York has, perhaps, only 400,000 greater population than Chicago. New York has four newspapers that sell over 100,000 copies daily. Chicago has none of that size, printed daily and Sunday.

The claim of THE DAILY GLOBE of Chicago to **40,000 daily circulation** and **56,000 Sunday circulation** does not have to be reiterated to be believed.

It should have much more than that.

It is the only Democratic newspaper in Chicago.

Chicago has 650,000 Democrats.

Suppose every Democrat in Chicago took THE GLOBE !

Its advertising rates would not be 15c. a line as they are now.

Its rates for advertising are remarkably low.

*(Continued next week.)*

---

FRANK S. GRAY,  
GENERAL EASTERN AGENT,  
New York.

# PHILADELPHIA ITEM

4 GREAT NEWSPAPERS.

DAILY,

SUNDAY,

WEEKLY and

SPORTING.

Largest Newspaper "Plant" in Philadelphia.

\$325,000 in New Presses and Machinery.

Two Great Printing Buildings,

"The Item" Main Building and "Annex."

Largest Private Stable in the City.

33 Wagons and 45 Horses.

Only Paper Running Rapid Delivery Wagons.

## 180,000 Circulation Every Day in the Year

To bring our 4 Great Papers to their present perfection in circulation and influence has required the investment of over

## ONE MILLION DOLLARS.

Advertisers will readily perceive that they are getting far more than the worth of their money when comparisons are made with other well-known newspapers.

**THE ITEM PUBLISHING CO.,**

PHILADELPHIA, PA.

**S. C. BECKWITH**, Sole Agent Foreign Advertising,

509 "The Rookery," Chicago.

48 Tribune Building, New York.

## A MEMORY REVIVER FOR MR. WANAMAKER.

—29 MONTHS OLD.—

The clerks of the Post-Office Department, finding that the reason which they alleged had led them to exclude PRINTERS' INK from the mails as second-class matter had no existence, and never did exist, have recently been heard to assert or intimate that PRINTERS' INK's method of allowing newspaper publishers to obtain subscribers and pay for them with advertising space was illegal. In this connection the following letter, fully covering the ground and submitting the case, becomes interesting :

New York, November 29th, 1889.

*Postmaster, New York City:*

We send you herewith a copy of the mailing list of PRINTERS' INK, corrected up to Wednesday, November 28th, and containing 4,556 names of subscribers and exchanges. One of our methods of securing subscribers has been to avail ourselves of the assistance of newspaper publishers, in accordance with the plan which was submitted to you some time since, and which has passed under the revision of the Department at Washington.

Another copy of the application which was sent to publishers now accompanies this letter, and is marked No. 1.

About 13,000 of these applications were used; one of them being sent to every newspaper in the American Newspaper Directory which was *not* on the exchange list of PRINTERS' INK.

The effect of this communication was that about one application in ten was responded to, and of those who responded about one in ten availed themselves of the privilege of paying for five subscriptions for the purpose of educating some of their advertisers up to the point of becoming larger advertisers. We estimate that this proposal has added about two thousand names to the subscription list.

Finding that there did exist among the newspapers some disposition to cause their advertising patrons to become subscribers to PRINTERS' INK, we have since made proposals to two corporations engaged in the business of supplying publishers with partly printed sheets, viz.: The New York Newspaper Union, doing business at 134 Leonard street, New York, and the Chicago Newspaper Union, a corporation principally owned by parties living in Milwaukee, Wis., but represented in New York by Mr. W. J. Carlton, No. 10 Spruce street. Acceptances by these corporations of the proposals made by us have resulted in the adding of 186 subscribers, whose subscriptions were paid for by Mr. Carlton, and something more than twice as many more which were paid for by the New York Newspaper Union.

To each of these new subscribers a notice was issued by the parties paying the subscriptions. A copy of the notices sent is submitted herewith, marked No. 2 and No. 3.

We also made an application to the *New York World*, suggesting to that paper the advisability of their paying for complimentary subscriptions for five hundred or more of their advertising patrons. That letter was submitted to the Auditor of the Post-Office before it was sent. A copy of it is sent herewith marked No. 4. This proposal the *World* declined; but a similar one addressed to E. C. Allen, of Augusta, Maine, a man who publishes periodicals having more than a million circulation, led to the sending on by him of about 4,000 names, of which less than half are already on the mailing list. The correspondence with Mr. Allen is submitted herewith, No. 5.

The disposition exhibited by newspaper publishers to advertise in PRINTERS' INK is so marked that we feel justified in issuing the paper weekly.

In the hope of securing a largely increased advertising patronage we are anxious to secure as many as twenty thousand subscribers for the weekly issue, and with that in view we purpose issuing the circular which we send herewith, marked No. 6; to all of our exchanges, which are the leading papers.

Referring again to some late correspondence with you, we desire in the same connection to call your attention to the issue of PRINTERS' INK for December 1st, a copy of which is sent herewith, marked No. 7. Please see advertisements of our Advertising Bureau on pages 166, 169 and 182. If, by the insertion of these, or any of them, we are violating any law we will, of course, discontinue the advertisement or advertisements to which just exception is taken. Very respectfully, GEO. P. ROWELL & CO.

If such a method of obtaining subscribers is not legal, would it not appear that the Post-Office officials would be able to hunt up the particular law or regulation that it offends without waiting twenty-nine months? If the method is unobjectionable, is the present action of the Post-Office anything less than an act of despotic power? Because Mr. Wanamaker is mad, is that any reason why he should be revengeful?

# “54-40 or Fight!”

In 1842 to '46 there was a dispute about the Northwest boundary, and the above cant phrase was the popular ultimatum. Politicians, however, diverted the war spirit South, where it found vent and epauletic pride through valor in Mexico. Hence Lord Ashburton had a walk-over, and fixed the boundary line on the 49th parallel—nearly 400 miles south of our claim. That belt of 400 miles would have given us what is now British Columbia and all that is worth having of the Dominion from Manitoba to the Pacific. Then would seal controversies and *modus vivendis* be unknown, and the Canadian Pacific Railway an iridescent dream. So much for the surrender to Ashburton.

In the years following the gold excitement and settlement of California, Washington Territory became almost a forgotten and unknown country. For instance, in Johnson's Cyclopedias (so late as 1877) this is all we find about

**Seattle**, p.-v., cap. King Co., Wash. Ter., on Admiralty Inlet, near the mouth of Bramish river, is the seat of the Territorial university, has 1 daily and 2 weekly newspapers, and an active trade in coal and lumber. P. 1107.

It didn't amount to much, to be sure, with its 1,107 souls, including Indians not taxed; still it had pretensions and nerve, for it had a daily newspaper. That *The Post-Intelligencer* was a hustling, strapping youth, 10 years old at that date, speaks well for the enterprise of the town. In spite of the loss of half its territory by the Ashburton treaty, Washington surged ahead. The American boom came on, and Seattle, by the census of 1890, had 43,914—a gain of 40-fold. It has over 60,000 to-day—equal in size and importance to Portland, Oregon. It is the metropolis of Washington, with its 400,000 people, controlling the trade of Puget Sound—that beautiful inland sea of the great Northwest.

In American Newspaper Directory for 1892 Washington State is credited with 21 dailies and 166 weeklies.

## The Seattle Post-Intelligencer

is given the post of honor—the largest circulation (either daily or weekly) of any publication in the State. After a prosperous record of 25 years it now has a



### Known Circulation,

Daily, - -	11,148
Sunday, -	13,200
Weekly, -	13,278



Is not such a newspaper—the most aggressive, powerful and widely circulated of any in the State—in the midst of 400,000 live, money-making people, worth the attention of advertisers?

**ADVERTISING IN NEWSPAPERS OF KNOWN CIRCULATION MEANS BUSINESS SUCCESS.**

**A. FRANK RICHARDSON, Agent,**  
Tribune Building, New York. | Chamber of Commerce, Chicago.